

# *2027 Miss Rodeo Wisconsin Sweetheart Pageant Application Packet*

*St. Croix Valley PRCA Rodeo in  
Glenwood City, WI  
August 20 - 22nd, 2026*

*Application Deadline: July 1st, 2026*



*Miss Rodeo Wisconsin Pageant Association, Inc.*

## *Mission Statement*

*Our mission is to organize and put forth the Miss Rodeo Wisconsin Sweetheart Pageant on an annual basis, to select a young lady to be an Ambassador of Good Will and Integrity to promote and further the State of Wisconsin, the sport of rodeo, and the Western way of life.*

## *Application Checklist*

- Entry fee of \$100 - nonrefundable
  - Checks are made out to Miss Rodeo Wisconsin Association - **Mail**
- 1 8x10 Headshoot Photograph - **Mail and email a pdf**
  - Contestant needs to wear a cowboy hat, no crown or sash
- Copy of Birth Certificate or Passport - **Email a pdf**
- Waiver Agreement signed by a Parent and Notary Public - **Email a pdf**
- Participation Form - **Email a pdf**
- Application Form - **Email a pdf**

Please **email a PDF** version of your photograph, copy of birth certificate, signed waiver agreement, participation release form, and application form to Jessica Moor at [missrodeowisconsinassociation@gmail.com](mailto:missrodeowisconsinassociation@gmail.com) by July 1st, 2026. **Mail** the 8x10 headshot picture and entry fee to the address below. Any portion of the application that is post marked or sent via email after July 1st, will not be accepted and the young girl will not be considered for the MRWI Sweetheart title. Please be sure to read through the Rules and Regulations of the Pageant (sent with this application). Upon winning the title of Miss Rodeo Wisconsin Sweetheart, the winner and her parents or guardians may have a meeting to discuss the year ahead. If you have any questions or concerns, please contact Jessica.

Jessica Moor  
715-928-2046  
[missrodeowisconsinassociation@gmail.com](mailto:missrodeowisconsinassociation@gmail.com)  
2814 US Highway 12  
Wilson, WI 54027

## *Contestant Eligibility*

Each contestant in the Miss Rodeo Wisconsin Sweetheart Pageant shall on the date of competition and final selection of Miss Rodeo Wisconsin Sweetheart:

- Have obtained the age of 5 years and not yet obtained the age of 11 years by July 1st of the competition year.
- Be a resident of the state of Wisconsin, except in the case of parents living in different states, one parent or guardian's household must be in the state of Wisconsin.
- Not be a title holder of any other pageant or national pageant.
- Have executed all consent forms and/or waivers of liability presented as conditions precedent to competition.
- Not be charged with and/or determined to have committed any crime of moral turpitude or cause damage to Miss Rodeo Wisconsin Pageant Association.
- Abide by all rules and regulations of the Miss Rodeo Wisconsin Sweetheart Pageant.
- Any contestant not meeting the qualifications set forth above shall be denied the right to compete in the Miss Rodeo Wisconsin Sweetheart Pageant.

## *Miss Rodeo Wisconsin Sweetheart Title Holders*

**2025 - 2026**

Ruby Moor, Ariella King, Oaklie Byerly, Finley Miller & Soren Dodge

## *Judged Events*

### *Media Interview*

- The media interview will be under one minute long and recorded to publish on the Miss Rodeo Wisconsin Facebook page.
- Outfit: Jeans, western button down shirt, boots, belt, cowgirl hat or photoshoot outfit

### *Photo Shoot*

- A photoshoot is done on the first day with a photographer. There will be two outfits photographed.
- Outfit: The first outfit is the regular jeans, belt, cowboy hat, boots, and long sleeve button down shirt used for the orientation meeting. The second outfit is the same outfit used for the fashion show dance (fashion forward outfit).

### *Interview*

#### **Personality/Horsemanship:**

- Each contestant will be interviewed by the judges, privately. The basis of this interview will be to get to know the ladies on an individual and personal level as well as ask the ladies about the pageant, PRCA rodeo, and horsemanship.
- Basic understanding of horses and rodeo.
- The interview will be up to 15 minutes.
- Outfit: jeans, long sleeve button down collared shirt, hat, boots, buckle, belt.

### *Horsemanship*

Each contestant has the option to submit a video of her completing the pattern attached to the packet. The contestant will not bring a horse to the pageant or compete during the horsemanship part.

- Has control of mount in any situation which may occur.
- Proper position of hands, feet, and seat while riding, mounting, and dismounting.
- Horsemanship will be judged on the contestant's ability to ride and knowledge of the horse. Not judged on the horse's ability or equipment. Notes will be sent to contestants later on this video.

- Outfit: Off the rack long sleeve button down collared shirt, blue jeans, boots, belt, cowboy hat or helmet. No chaps or spurs allowed.

### *Fashion Show*

- Contestants will wear **two** outfits during the fashion show.
- **One:** A speech and modeling outfit. This can be a dress, suit, dress pants, shirt, skirt or long sleeve blouse. Something nice and western themed. Needs a cowboy hat, belt, provided contestant button, and boots.
- **Two:** A fun fashion forward outfit. This outfit will be used for the photoshoot as well and can be worn for the media interview. The outfit will need to include the provided contestant button, cowboy hat, and boots. Be ready to dance in this outfit. One way to think of this outfit would be a really cute outfit the girl would wear at a rodeo or rodeo themed party. There should be no halter or prom type dresses. It is not acceptable to wear midriff or low-cut clothing and skirt length should be no more than 3 inches above the knee.

### *Speech*

- Each girl will give a 2 minute maximum memorized speech.
- Topics are anything rodeo, western, or agriculture related. This can be a personal story/experience related to the topics mentioned. Anything appropriate to a rodeo queen pageant can be done as the speech (ex. jokes, information on their horse, what they want to be when they grow up). We want the girl to experience public speaking on a stage.
- This will be done during the Fashion Show in their speech/modeling outfit.

### *Extemporaneous Question*

- One extemporaneous question, personality based, will be asked of each contestant during the Fashion Show.

### *Public Appearance*

- Kid activities are done before each rodeo performance. This event is optional but we would love them to participate in the events to interact with the public and sign autographs. (Do not have to volunteer, just enjoy the games, which are free).
- Autograph signing after each rodeo performance is an optional event as the nights can get late. If they can not make it, they are okay to not join.

## *Appearance throughout Pageant*

- Proper fit of clothing
- Poise and posture – lady-like behavior in every situation
- Proper western attire and adhering to the dress code for each event
- Neatness and cleanliness in every detail including hands, fingernails, hair, hat, boots and clothing
- Contestants must wear long sleeve western shirts, pants, cowboy boots, cowboy hat, buttons, and belt for all appearances. The only exception is during the fashion show when young ladies will wear an outfit of their choosing that shows their style and personality.
- Contestants will wear two outfits during the fashion show. One, they will wear for a speech and modeling, for example dresses, suits, dress pants, shirt or skirt and long sleeve blouses. The second will be a fun fashion forward outfit. Both outfits will be worn with boots, a provided contestant button and cowboy hat.
- There should be no halter or prom type dresses. It is not acceptable to wear midriff or low-cut clothing and skirt length should be no more than 3 inches above the knee.
- See horsemanship portion for dress code for horsemanship.
- Any contestant dressed for a Queen function in attire other than what is called for in that specific category, will be penalized and not able to participate in the event.
- **It is not necessary to invest in an excessive amount of expensive clothing. Judges will be looking for versatility and imagination displayed by the contestants. Can wear a button down long sleeve with jeans, boots, and hat for each day.**

## *Personality throughout Pageant*

Will be judged at every event and based on:

- Good common sense.
- Maintain a good conversation in rodeo, agriculture, and other areas with special emphasis on grammar and enunciation.
- Maturity, high moral standard, sincerity, integrity, self confidence without making an issue out of it.
- Quality of answer to the two extemporaneous questions.
- Genuine interest in other people, the pageant, agriculture, and rodeo.
- Promptness in keeping pageant schedule.
- Self-projection - ability to project one's personality before an audience.

## *Knowledge throughout Pageant*

Will be judged at every event and based on:

- Content of speech that relates to rodeo, western, or agriculture.
- Knowledge of PRCA rodeo and equine discussed during the interview.
- The young lady should understand rodeo, equine, animal welfare, agricultural topics, and current events.

Categories that can be brought up for the knowledge portion are listed below:

Miss Rodeo Wisconsin

Basics of the PRCA (events, roughstock time, calves, bulls, and steers. Broncs = horses.)

Equine Basics

# 2027 Miss Rodeo Wisconsin Sweetheart Application

Name: \_\_\_\_\_ Date of Birth: \_\_\_\_/\_\_\_\_/\_\_\_\_

Primary Mailing Address: \_\_\_\_\_

Primary Phone Number: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Primary Email Address: \_\_\_\_\_

Parent/Guardian information (only one Guardian's contact information is required, Guardian refers to any legal Guardian or Parent of Contestant):

Guardian 1 Name: \_\_\_\_\_

Guardian Address: \_\_\_\_\_

Guardian Email: \_\_\_\_\_

Guardian Primary Phone Number: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Guardian 2 Name: \_\_\_\_\_

Guardian Address: \_\_\_\_\_

Guardian Email: \_\_\_\_\_

Guardian Primary Phone Number: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

School and Grade most recently completed on July 1st, 2026:

\_\_\_\_\_

Shirt Size: \_\_\_\_\_ Pants Size: \_\_\_\_\_ Boot Size: \_\_\_\_\_

**Favorite part of rodeo**

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**Why I want to become Miss Rodeo Wisconsin Sweetheart (200 words or less)**

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**Biography (Needs to be in third person and in 200 words or less, will be featured in rodeo programs)**

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**What are your future goals (what do you want to be when you grow up?)**

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**List or describe activities/clubs/hobbies**

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(Feel free to complete this on a separate page and add to the application)

## *Reign Commitment*

- Upon completion of the Miss Rodeo Wisconsin Sweetheart pageant the contestant will assume the title and there may be more than one winner. Feedback from the judges will be provided after the pageant but no points are awarded as every contestant will be crowned. The Miss Rodeo Wisconsin Sweetheart (titleholder) will keep her crown and sash that is given during the coronation at the pageant in August. Their reign will be from pageant to pageant (August to August). The titleholder is able to run the next year if interested but not required until they age out of the Sweetheart program. The Miss Rodeo Wisconsin Sweetheart is welcome to attend the coronation fundraiser for the newly crowned Miss Rodeo Wisconsin which is usually held in January or February. This is an optional event but a great opportunity to meet a group of rodeo supporters and wear a fun western fashion forward outfit with her sash and crown.
- No Sweetheart titleholder will be able to run for another title or pageant until their year is complete.
- If the titleholder runs the next year for Miss Rodeo Wisconsin Sweetheart, they will not be given another crown and sash and will need to bring their current one for the crowning coronation on the last day of the pageant.
- There are no required rodeos or functions to attend throughout the year. The titleholder may get invited to attend other events by other pageant committees or community groups. Those are at your discretion. Sweethearts are not under contract to the Miss Rodeo Wisconsin Pageant Association (MRWIPA) like the other titleholders and they are not covered under any MRWIPA liability policy. They are able to build their own schedule for the year but will need to keep the Miss Rodeo Wisconsin Pageant Association Board up-to-date with events and rodeos scheduled/attended.
- We respectfully request that you do not show up at a rodeo expecting that your Miss Rodeo Wisconsin Sweetheart will be provided a horse or introduced horseback. That is not the goal of this program and not the safest activity for most at this stage. There are many other things to do at a rodeo, for example; help with 50/50 raffles, hand out programs, visit sponsors, coronations, or help with mutton bustin. The titleholder is able to have autograph sheets but will be at their expense.
- No Sweetheart is allowed to ride at a rodeo or bring their horse to ride.
- After one year, a Sweetheart should not attend an event with the Miss Rodeo Wisconsin Sweetheart sash and crown as her reign will be over. We invite the Sweetheart to attend the pageant/coronation that will end their year to connect and crown the next Sweethearts. This is not required but would love to see you there.



# *Participant Release Form*

## *Miss Rodeo Wisconsin Pageant Association, Inc.*

In consideration of my participation in the Miss Rodeo Wisconsin Pageant, in accordance with the rules of such pageant, and for the other good and valuable consideration, the receipt of which is acknowledged, I, the undersigned consent, represent, warrant and agree to the following:

1. Age: Citizenship. I state that I am (a) over 18 years of age and legally authorized to execute this Release, and (b) a citizen or legal resident of the United States of America. I further state that all participant information stated below is true and correct.

2. Authorization to Use Images. I authorize Miss Rodeo Wisconsin Pageant Association, Inc. and their licensees, representatives, successors and assigns, (collectively MRWIPA) to use my name, voice, likeness, images or signature (collectively referred to as "Images") in any manner and in any medium and for any purpose which they choose, including without limitation print, radio, television, audio-visual recording, electronic or magnetic media, computer disks, computer file servers, CD-ROM's on the Internet, including the World Wide Web, or in any type of computer network or for advertising in or for any of those media. The Images used may include still images, motion pictures, videotape, audio-visual, live or recorded broadcasts. I further waive any right I may have to approve any Image or its use in any future materials. I further grant MRWIPA the right to edit, alter or modify in any manner it deems appropriate.

3. Perpetual Right to Use Images. This authorization includes perpetual license to use my Images and to license or permit others to use, post, copy or reproduce such Images. I further authorize MRWIPA, or their licensees to alter, edit or modify the appearance of my Images in any manner they deem appropriate for such use in such media.

4. Assignment of Any Rights in Images. To the extent I may have any rights in the Images; I assign any rights I may have in the Images, including copyright, to the MRWIPA.

5. Image Release. I release and discharge MRWIPA, its licensees, successors, assigns, agents, employees and representatives from any and all claims, demands and liabilities arising out of or related to their use of my Images in any manner reasonably contemplated by this agreement, including without limitation any claims for defamation, libel, slander, invasion of privacy or infringement of the right of publicity.

6. Indemnity. I agree to indemnify and hold MRWIPA harmless from any and all claims, demands, actions or causes of action (including attorneys' fees) based upon, arising out of or related to: (a) MRWIPA use of my Images as described in this agreement, (b) any violation by me of this agreement, and (c) any false or misleading statements made by me in connection with the information I have provided to MRWIPA related to the subject matter of this agreement.

7. Right to Edit Images. It shall be within MRWIPA's sole discretion to determine if, where, how and in what manner my Images are used. I grant MRWIPA the right to alter or edit the Images as it may deem necessary or appropriate.

8. No Additional Compensation. Except as specifically stated otherwise in a written agreement by MRWIPA I acknowledge that no additional compensation is due to me for the use of my Images as contemplated by this agreement.

9. Arbitration. In the event of a dispute arising out of or related to the subject matter of this agreement, I agree that such matter will be resolved by binding arbitration by an arbitrator to be mutually selected by the parties. In the event that the parties are not able to agree upon an arbitrator one shall be selected in accordance with the rules for commercial arbitration of the American Arbitration Association and the arbitration shall be held in accordance with the commercial arbitration rules of the American Arbitration Association. Any such arbitration shall be held in Wisconsin.

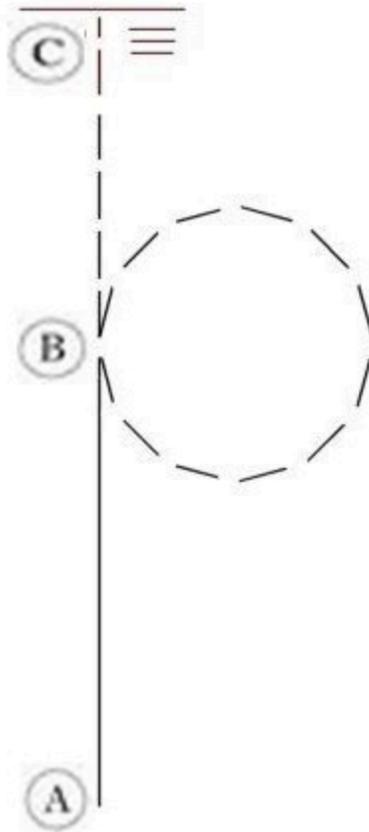
10. Assumption of Risk/Acknowledgement of Inherent Danger. As part of my participation in the Miss Rodeo Wisconsin Pageant, I understand that I will be asked to participate in certain rodeo activities, related activities or other activities where horses, livestock and other large animals may be present or involved. I represent and warrant that I am experienced in these and similar activities. These activities are or may be inherently risky, and I know that the risks involved include the risks of being involved in these activities. I further represent and warrant that I am voluntarily participating in these activities knowing the potential risks involved. I release and discharge MRWIPA and all of its employees, agents, representatives, volunteers, officers and directors from any and all liability of every kind and nature that may be involved in participating in these types of activities.

Contestant Name (Print)\_\_\_\_\_

Contestant Signature\_\_\_\_\_ Date\_\_\_\_\_

Parent Signature\_\_\_\_\_ Date\_\_\_\_\_

# Horsemanship Pattern



Be ready at A.

1. Walk from A to B.
2. At B trot a circle to the right
3. Continue to trot to C from B
4. Stop at C and back three steps.